It's hard to believe that we are already at the end of 2012! This month, let’s all review our personal and professional goals to see if we are on target, or if we need to step up our game plan when the New Year arrives.

January marks the mid-point of the 2012-2013 American Business Women’s Association year. The Trendsetter Chapter has been working hard -- and succeeding -- this year in raising our membership numbers, with more members than ever involved in committees and having a great time at our monthly dinner meetings.

Our holiday party, Sparkle, Shine & Share, was a tremendous success and with 102 guests, one of our most successful and well attended events ever!

Teamwork, as always, was the secret ingredient that made everything come together. I’d like to offer a personal thank you to all who helped make the holiday party such a success.

Speaking of team work, won’t you consider stepping up to a Board position or chairing a committee? It’s going to be an exciting remainder of our ABWA year with more great speakers, networking and teamwork.

Dominique

“Teamwork, as always, was the secret ingredient that made everything come together.”

January 15, 2013 Dinner

Dealing With Your “Digital Estate”
Attorney Monica Amboss
5:00 p.m. Networking  6:00 p.m. Program
RSVP by January 10th at (760) 565-ABWA

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Foundation Frustration?
What finish do you prefer:
□ Dewy □ Matte □ Natural

‘9 out of 10 women want someone to help them find their perfect foundation....’

Do you?

Cookie Harvey
Independent Beauty Consultant
(760) 485-2002

‘I will help you determine what works best for you from our 6 formulas and 23 shades.’

Call for an appointment today.
Cow Tips on RAM

Technical Tips from Mark and Dom of Desert Cow Computers

Do you understand the difference between GB of memory and GB on your hard drive? Computer memory, also known as Random Access Memory, or RAM and is measured nowadays in GB. RAM can make a huge difference in your computer’s speed. If you don’t have enough RAM, your computer uses part of your hard drive to make up for it. Compared to RAM, a hard drive is slow. Adding additional memory can boost your performance speed and breathe new life into your tired, old PC. A good rule of thumb for Windows computers is this: 2GB of RAM for Windows XP, 3GB of RAM for Windows Vista and 4GB or RAM (or more) for Windows 7.

This story and more can be found at facebook.com/desertcow.
Open House:
An invitation from Stacy Thetford: I invite members, clients and friends to stop by and see our new office and just say hello. Open House for my business on January 17th from 3:30 to 6:30 Thetford Web Development, Inc. 71537 Highway 111, Suite N, Rancho Mirage, CA 92270
Direct: 760-902-2842  www.thetfordwd.com

Sunday at the Movies - It’s fun!
Let’s meet at the Century Theatres at The River in Rancho Mirage for a movie and dinner on Sunday, January 13 at 3:00 p.m.
You can choose the movie of your choice; some will join you, some may choose another ... Century Theatres @ The River 71800 Hwy 111, Rancho Mirage, CA
Learn more → RSVP and watch for updates on “MeetUp”

Regional Conference in San Diego March 14-16
The last regional conference was in Oklahoma City and only two members were able to attend. We are so fortunate to have a local conference with only a two hour drive. The Chapter will pay for your registration fee and your room expense should be mostly covered also, We usually carpool and have roommates to keep expenses to a minimum. Rooming together at a conference really cements a friendship! The classes look interesting and it is always great to get the statistics offered by National. Wiify: You’ll gain a greater understanding of what makes the organization tick. There’s lots of brainstorming and sharing ideas for fundraising and ways to grow and strengthen our league.
Register online now at http://www.abwa.org/login.cfm.

ABWA Calendar & Quick Reference

January

8 PD Chamber Business Breakfast Desert Willow
13 Movie Night and Dinner at the River 3:00 p.m.
15 ABWA Dinner & Business Meeting
16 Palm Desert Chamber Mixer
17 Open House Thetford Web Development 3:30-6:30 p.m.
24 ABWA Board Meeting—Roc’s Firehouse Grille

February

10 Movie Night and Dinner 3:00 p.m.
12 PD Chamber Business Breakfast Desert Willow
19 ABWA Dinner & Business Meeting
20 Palm Desert Chamber Mixer—Murph’s, Bermuda Dunes
28 ABWA Board Meeting—Roc’s Firehouse Grille

March

14-16 ABWA Regional Conference in San Diego
19 ABWA Dinner & Business Meeting
President Cheryl Uyemura called the meeting to order at 6:00 p.m.

Present were: Cheryl Uyemura, Lorraine Ohanesian, Dominique Fruchtman, Alex Christensen, Alan Kelly, Laurie Renner, Bev Licata, Dawn Suggs, Sharon Zarres, Dee Ryberg, Carolyn Barry, Cookie Harvey and Joyce Godier.

President Uyemura called for comments or questions on the October Board minutes. There being no questions, Lorraine Ohanesian moved to approve. Dee Ryberg seconded and the motion was carried.

Lorraine presented the Treasurer’s report for October and November. She stated that the Chapter’s tax returns had been filed and the preparer paid.

Laurie Renner discussed the audit committee’s report. There were no posting errors, but the July 2012 statements looked like we lost $5,000. President Cheryl Uyemura explained that $5000 of cash was used to balance the 2011-2012 budget due to the shortfall of projected income. The major factor contributing to this Board decision was a higher than average cash balance of $10,460 at July 31, 2011 due to proceeds collected from the very successful May 2011 Queen of the Desert Women’s Show event.

Profits from the Holiday Party were not fully tabulated just two days later at the board meeting. Dominique estimates about $5,300 gross from the silent and live auctions, profit from the dinners and the Seven Nights on the Town drawing.

Hospitality: Laurie Renner said Desert Falls gave us the wrong room at the November meeting and the food was marginal. Our contract calls for the larger room when available. She spoke to Leah to correct the problems.

Marketing and Web Development: Alan Kelly said that everything was ready to transfer to the new host, except that the old host had not responded to allow the transfer. Carolyn was going to speak to the current host to see if she or Michael could hurry things along.

Someone requested that home addresses not be included on the site. Alan will repost members’ business information without addresses. There was great concern that Cindy at National be notified of our new website in time to have a link to our site included on the National site.

Unfinished Business: The Chapter’s nomination for Top Ten Woman of the Year is, by acclamation, Cathy Scarms. Carolyn made the motion, Dee seconded and the motion to appoint Cathy Top Ten Woman of the Year was carried. Bev will ask Cathy to prepare a talk for when she is recognized at the February meeting. The Protégé Award will be awarded in January also. To qualify, a member must have completed one year of membership and starting on their second.

The Woman of the Year voting will take place in January. Carolyn will profile the nominees in the January newsletter. Each candidate will give a brief talk of their qualifications.

Newsletter: to compete in the National Newsletter competition at the regional level, copies of two issues must be submitted to National for award consideration by January 31.

Joyce is having trouble getting members to respond to her emailed interview. A phone call from a volunteer reporter would probably resolve the situation.

Professional Development: Dominique is busy lining up educational speakers to fulfill our professional development goals. In January, our own member, attorney Monica Amboss, will talk about our “digital estate”

Publicity: Carolyn Barry submits articles to The Desert Sun on all of our functions.

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(continued on page 12)
My Little Flower Shop Rewards Recruiting

A Free MLFS Floral Arrangement EVERY Month??

We are beginning our new calendar year with a world-class recruiting incentive donated by Alan Kelly and Gregory Goodman of My Little Flower Shop.

Initiated to help us reach our goal of 65 members by July 31, and to sustain strong recruiting throughout the year, My Little Flower Shop will award the top recruiter each month with one of their fabulous arrangements.

1. The member who recruits the most for the month will receive a floral arrangement. A drawing will break a tie.

2. The member who recruits the most members for the 12 month period ending December 31, 2013 will receive a monthly floral arrangement for the entire next year.

Twelve months of flowers is a $600 value.

A recruit is defined as someone you introduced to ABWA and induced to join our Trendsetter Chapter.

Roster Updates

If your information changes, please contact Bev Licata at blicata@dc.rr.com.

Get Noticed!

Bring a gift for the raffle.

Everyone who donates will receive an extra raffle ticket and recognition during the drawings, and in the newsletter when they log in their donation at the raffle table.

Newsletter Ads

To place your business ad, congratulatory note or event invitation in the Trendsetter Letter, please contact Joyce Godier @ jmgodier@yahoo.com

$5.00 per month or $50.00 for the year. Discounts for Larger Ads
January
Happy Birthday
Diana Tostado 2
Happy Anniversary
Patricia Finn 1

Brooke Kates
Independent Fashion Consultant
CABI
Carol Anderson by Invitation
katesbrooke@gmail.com
760.835.8680

Helene Koch
Partner/Attorney
Roemer Harnik LLP
Estate & Probate
hdreyer@rhlawfirm.com
760.360.2400

Desert Cow Computers
*Rated #1 in the Cow-Chella Valley*
Superior Service
Reliable & Dependable Technology Support
760-992-5562

Newsletter Team
Editor Joyce Godier Umbrella Ministries
Photographer Patricia Finn Patricia Finn Photography
Proofreader Cookie Harvey Mary Kay Cosmetics
Proofreader Bryna Blum WCBS4Printing
Format Carolyn Barry FunTrafficSchool.com

Columnists:
Sunny Simon Raise the Bar High Life Coaching
Dominique Fruchtman Desert Cow Computers
Patricia Finn Patricia Finn Photography

Help Wanted:
Event Reporter
New Member Interviewer

Desert Cow Computers
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Reliable & Dependable Technology Support
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• Pet care (pet sitting, pet taxi, vet/groomer delivery and pick up, dog walking, litter box changing)
• Personal shopping/errands (groceries, gifts, daily essentials, dry cleaning drop off/pick up, postal services)
Photography Tips by Patricia Finn

Tip number #2 for improving the quality of your photos:

Look beyond the obvious. You don't need to see the faces to know that there's a close relationship here.

And, when you're taking beach photos, be sure the horizon isn't going through your subject's heads.

Patricia Finn Photography
Vibrations of Happiness Art Cards
patspics@yahoo.com
760.636.0003

— at Kailua Beach

Raise Your Bar High

Coach's Corner with Sunny Simon

Dear Coach,

I look forward to the New Year as I always do. My desire is to make this my best year yet. In the past I've set goals and let them fizzle out, or only accomplished half of what I set out to do. Have you any suggestions on how to make 2013 a year that will go down as one of my best?

Indeed I do! I designed a formula which I dubbed F O R G E to properly position myself for success in 2013.

“F” is for focus. Get your goals in writing and in front of you. I create a large vision board each year depicting my goals. It hangs larger-than-life in my office. If you’re into digital, craft a display of photos on a digital frame. Get creative with it. Perhaps your vacation goal is Paris or bust. Load up the device with pictures of Paris. If you aspire to Vice President of your company, create an organizational chart with your name in the VP slot, snap a photo of it and upload to your frame.

“O” is for own it! I recommend narrowing your laundry list down to just a few BIG HAIRY AUDACIOUS goals and embracing them completely. Create an action list on how to get to the goal line and work it, I mean WORK IT daily. You’re going to need a healthy dose of self-discipline. Share your goals. Enlist a friend, partner or coach to help hold you accountable.

“R” is for review. You must create a tracking system to continually review your progress. For example, if your goal is to improve your presentation skills, grade yourself after every presentation. What did you do well? What can you do better? Make notes and track improvement.

“G” is for grit. Stretch goals are not a walk in the park. It takes grit, meaning the determination to succeed which often requires more than hard work. Accomplishing your goals may take sacrifice. I read recently that Brad Pitt worked three jobs and shared housing with five individuals to afford acting lessons. You know the old saw...“no pain, no gain.”

“E” is for expectation. Expect to succeed! By employing the strategies in F O R and G, you position yourself to score. For a moment...fast forward to the end of 2013, visualize all you can accomplish if you remain dedicated. Ready, set...BEGIN!

My wishes for a happy and successful 2013,
Sunny

Life skills and insights provided by Jan “Sunny” Simon
founder and president of Raise the Bar High Life Coaching.
Trendsetters Party with Friends and Family

Photos courtesy of Patricia Finn Photography
760.636.0003

Above: Meilani McDonald with party organizer, V.P. Professional Development, Dominique Fruchtman. Above, center: Entertainment sponsors, Rosemary Woodward and Carol Carpenter, Bella Rosa Realty, flanked by magician, Dean Apple on left and ventriloquist, Rob Watkins on right.
At the January Meeting, we will be electing our Chapter Woman of the Year.

The Chapter Woman of the Year was designed so every Chapter of ABWA can annually recognize a member who has made notable contributions and outstanding achievements. Being named Woman of the Year is a great honor – one that’s highly respected by ABWA members.

They are members who are committed to the mission of ABWA. They also strive to achieve a balance among their career, activities and family. They represent our Association’s image of success and serve as important role models for our members. They are honored and recognized at our Conferences. In November, we had your nominations for this award.

Following is a short bio of your nominees! At our meeting before our voting, they will be asked to do a short speech on the following subject: “Taking Risk & Turning Challenges Into Success” They will include in their speech what ABWA means to them.

Don’t miss this program, it’s always one of the highlights of the year! Where we will vote to honor one of our peers for the outstanding contributions they make to our chapter! I want to thank all of you who voted for me as your current Woman of the Year. It is an honor to be recognized by my peers. ABWA has given me the opportunity to grow in a safe, comfortable environment beyond my expectations and I very humbly thank you. I’m looking forward to our January meeting, even though I have to relinquish my Tiara! Keeping with tradition the current Woman of the Year chairs the next Woman of the Year elections and I want to congratulate your nominees.

Best Always, Carolyn Barry

**Your Candidates**

Meet your Nominees and Congratulations, Ladies, it is a huge honor to receive this nomination! In alphabetical order:

- **Dominique Fruchtman**

Dominique arrived in the desert about 921 days ago to start her company. Desert Cow Computers is now ranked the #1 computer repair in the entire Cow-chella Valley on Yahoo, Google and Yelp. One of the first things she did when she got here was to attend the July 2010 dinner meeting where she felt an immediate sense of fun and friendship. She joined that very night and never looked back. One year later, she became Vice President and the year after that she stepped up as Vice President of Professional Development. Dom has been responsible for the wonderful speakers we have enjoyed the first half of our ABWA year.

She spearheaded the Holiday Party which was both an attendance (102 attendees) and a financial success, earning the chapter over $5000. Additionally, she pulled together another Seven Nights on the Town, which sold out for a second time.

She has attended two National Conferences and one Regional Conference and really "gets" what ABWA is all about. She looks forward to moooving up the ladder in ABWA in the future.

- **Cheryl Uyemura**

Cheryl Uyemura has over twenty one years experience in public accounting. Ms. Uyemura specializes in taxation of individuals, corporations, partnerships, limited liability companies, estates and trusts. Her CPA practice is located in Palm Desert, CA.
Meet Our Candidates for Woman of the Year

Bachelor of Science degree from the University of California at Davis and her Certificate in Accounting from California State University, San Bernar-dino.

Cheryl is a member of CalCPA and AICPA and active in the community. Cheryl joined our Chapter again in October 2009, having been a member for several years before business interfered with “her women’s group”.

She serves on the board of American Business Women’s Association, Palm Desert chapter, and is proudly serving as our Chapter President for the second year. Prior to that she was Vice President of Records and an active committee member on our last Queen For A Day Event. Cheryl spends a lot of time on ABWA connecting with all our new members and making them feel welcome.

She’s a member of Desert Estate Planning Council, Toastmasters and Executive Women’s Golf Association.

Sharon Zarres

Early in my career, I worked as an Administrative Assistant then, mid-career, as an Executive Assistant for World Vision for the Vice Presidents for Asia and Africa for 10 years.

When working for World Vision, we became foster parents, and became interested in helping abused/neglected children. I have been a foster parent for 20 years and had over 80 children in our home. I have adopted six children.

I quit my job and started my own day care. It started out small with six children, and grew to about 30 kids. I had five on my staff. I realized these foster children were so hurt and abused I needed to learn more.

I went back to school to learn about abused children. The business made it possible not to work full time and just oversee the Day Care while attending school. In school, I became interested in psychology, and went on to graduate school and earned two master degrees in psychology.

I also received my license as a Marriage and Family Therapist. I am presently giving therapy for private clients. I also work for Angel View Crippled Children’s Foundation as Administrator/ QMRP (Qualified Mental Retardation Professional). I oversee about 30-40 employees, three homes with six clients in each home, totaling eighteen clients. All of this keeps me pretty busy; but not too busy to be a part of ABWA!

Sharon is serving as Vice-President of Membership, doing an outstanding job with thirteen new members since 8/01/12!

Thanks to all our candidates for their Bio’s and we all look forward to hearing you speak at our January Meeting.

Enjoy a few more photos of Dom, Cheryl and Sharon at various ABWA Events!
Spotlight on Stacy Hennis

Stacy Hennis
Owner/Therapist
New Beginnings Physical Therapy

Stacy, sometimes it’s difficult to get to know a new member at a dinner meeting. We’d like to know more about you and your accomplishments.

Stacy, what is the greatest lesson you’ve learned?

I was fortunate enough to be able to travel on a missionary trip to Kenya, Africa. The two week trip ended on Easter and we celebrated a sunrise service. Sitting in the Great Rift Valley, watching that sunrise, really taught me to let go of the things I can’t control and to not sweat the small stuff.

What was the most loving service you have performed?

It wasn’t so much my performing, but what I received from this experience. My family used to volunteer with the Special Olympics. I loved to be a hugger. I’d stand at the Finish Line and cheer for a contestant, share their enthusiasm and give them a big hug when they crossed. Unconditional love from those wonderful kids!

What was the biggest risk you took?

My biggest risk was leaving a "secure job" to move to California and become an independent contractor. Three years after that, I started New Beginning Physical Therapy. I was the last person on earth who thought they’d ever start their own business, and now there's no way I can imagine anything else.

What was the biggest surprise?

Just how much I love owning my own company. I can do so much more good for the people we're lucky enough to work with. We give back to the community in more ways, and have a larger impact.

It's important how we live our lives and what we do to help the community in which we live. Now I keep dreaming bigger and bigger goals for myself!

What makes your company so special?

We specialize in treating adults with chronic medical conditions, especially neurological problems. When someone has a stroke, Parkinson's, or some other debilitating disease, it affects every area of their lives.

Since we are a cash based company and work with clients in their homes, we don't have insurance companies dictating what we can and can't do.

We work on what matters to the client and their family. If they're having trouble getting out of bed, we're in the home to practice that. If they lose their balance looking at all the fun things in Costco, that's where we go to work!

I'm so lucky to be able to do something I love and to make a difference in people's lives.

A Note From Sharon

Thanks to everyone who so generously donated to Angel View for the clients up in Joshua Tree.

They were so happy to receive their gift cards! Each one told me to thank all of you for your generosity. They are excited to go shopping.

Thanks again.

Sharon Zarres and daughter
Rebecca Zarres Hall
The holiday party brought several requests for a workshop on how to create the popular decorative "presents" made from glass builder's blocks.

Holly Agliolo volunteered her beautiful Desert Cheeks salon which is centrally located in Palm Desert. A workshop was quickly scheduled and held on Sunday the 16th, just days after the party.

Unfortunately, we didn’t take photos of that class. Holly brought glass blocks of all shapes and sizes to make a collection of lighted presents. Her husband, Tony, watched the technique and quickly caught on, drilling half a dozen blocks for Holly with Carolyn Barry's fast and furious electric drill. Carolyn tried her hand and drilled a couple while Barbara Larsh and Kary observed.

We all stuffed the mini-lights into the blocks and created pretty bows to finish off the decorations for a take-home treasure.

Since several members missed that class, they requested a second. That workshop was quickly thrown together for the following Sunday at the home of Joyce Godier. Nancy Kelly, her mom, Loretta, Diana Tostado and Dominique Fruchtman were the eager students. Diana walked over from her house to observe, but got caught up in the fun and decided to make a couple herself.

Both of the classes were filled with laughter and fun.
Trendsetter Vision to Meet Member Needs

Trendsetter Vision

“Trendsetter Chapter's Vision is to be the best we can be! We will strive to understand and satisfy the needs of our members and make it a priority to recognize member achievements, to celebrate member and chapter successes and provide the opportunities to grow with educational programs, networking opportunities and friendship. We promise to support one another and have fun in the process.”

ABWA Mission Statement

The mission of the American Business Women’s Association is to bring together businesswomen of diverse occupations and to provide opportunities for them to help themselves and others grow personally and professionally through leadership, education, networking support and national recognition.

Congratulations to 2011-2012 Trendsetter Letter Editor, Sunny Simon and her team for “raising the bar high.”

From coast-to-coast, there is no better way to get fired up for the 2013 National Women’s Leadership Conference then by joining ABWA in the Spring for our Regional Conferences.

Western Regional Conference
March 14-16, 2013
Districts II and VI • San Diego, CA
San Diego Marriott Mission Valley

Eastern Regional Conference
April 4-6, 2013
Districts I and IV • Safety Harbor, FL
Safety Harbor Resort and Spa

Central Regional Conference
April 18-20, 2013
Districts III and V • Chicago, IL
Renaissance Chicago O’Hare Suites Hotel

The regional conferences support the goal of strengthening ABWA as well as its mission of bringing women together to meet their personal and professional needs; providing a blend of professional development with members who are serving, or plan to serve, in a leadership position with ABWA.
Trendsetters Get Recognized

Past Trendsetter Presidents
1982-1983 Carla Kordick
1983-1984 Joan Manhire
1984-1985 Harriet Wray
1985-1986 Joann Skelskey
1986-1988 Judy Issacson
1988-1990 Merrien Harmon
1990-1992 Elaine Lloyd
1992-1993 Carolyn Barry
1993-1994 Pamela Amy
1994-1995 Cathy Scarms
1995-1996 Barbara Larsh
1996-1997 Joyce Godier
1997-1999 Margie Hanson
1999-2000 Jeannie Bernard
2000-2001 Joyce Godier
2001-2002 Barbara Larsh
2002-2004 Cathy Scarms
2004-2005 Jan Sunny Simon
2005-2006 Carolyn Barry
2006-2007 Rosemary Woodward
2007-2008 Joyce Godier
2008-2009 Carol Carpenter
2009-2010 Cookie Harvey
2010-2011 Jan “Sunny” Simon
2011-2013 Cheryl Uyemura

Past Women of The Year
2011 Alex Christensen-Finlay
2010 Marge Magnuson
2009 Bev Licata
2008 Cookie Harvey
2007 Carol Carpenter
2006 Jan “Sunny” Simon
2005 Rosemary Woodward
2004 Joan Hinterseer
2003 Cathy Scarms
2002 Kimberly Lynch
2001 Brenda Dryden
2000 Barbara Frazier
1999 Margie Hanson
1998 Lucy Torres
1997 Diana Klumpp
1996 Barbara Larsh
1995 Joyce Godier
1994 Elaine Lloyd
1993 Carolyn Barry
1992 Victoria Otos
1991 Pamela Amy
1990 Margaret Doherty
1989 Susan Miller
1988 Merrien Harmon
1987 1986 Judy Issacson

Chapter Top Ten Business Woman Candidates
2012 Bev Licata
2011 Sunny Simon
2010 Rosemary Woodward
2009 Cookie Harvey
2008 Barbara Larsh
2007 Barbara Larsh
2005 Cathy Scarms
2004 Carolyn Barry

Chapter Protégé Awards
Dominique Fruchtman
2010 Cheryl Uyemura
2009 Marge Magnuson
2008 Bev Licata
2007 Cookie Harvey
2007 Terry Fischer

National Awards
Top Ten Business Woman
1987 Marge Crouter
2004 Carolyn Barry

Star Awards
1990
1991
1992
1995
1996
1997
1998
2006

Standard of Achievement Award
2008
2007
1988

Banner Award
1989
1994
2008

National Board Awards
1993
1994

Scholarship Award
1993
1996

Business Associate Event Award

Sponsoring Chapter Awards
2000 PS Spring Conference
2006 Anaheim Nat’l Conference

Cheryl Uyemura 2011-2013

Jan “Sunny” Simon 2010-2011

Cookie Harvey 2009-2010

Carol Carpenter 2008-2009

Joyce Godier 2007-2008

Rosemary Woodward 2006-2007

Best Practices Award 2008-2009 Level 3

Best Practices Award 2009-2011 Level 1

Best Practices Award 2011-2012 Level 2

Member Education Award 1995 1996

Chapter Management Award 1996

Spring Conference Newsletter Awards
1989 1990
1991 1992
1995 1997
2008 2009
2010 2012

ABWA Proud Code of Conduct

1. All members will serve as goodwill ambassadors.

2. Members will not allow their personal beliefs and convictions to interfere with the representation of ABWA’s mission.

3. Members will always treat their member colleagues, guests, vendors and sponsors with honesty, respect, fairness, integrity, responsibility, kindness and in good faith.

4. Members will maintain compliance with ABWA National, Chapter and Express Network Bylaws.

5. Members will not use their personal power to advance their personal interests.

6. Members will strive for excellence in their professions by maintaining and enhancing their own business knowledge and skills, and by encouraging the professional development of other members.

Trendsetter Chapter
of the American Business Women’s Association
provides Business women
of the Desert Cities a great opportunity
to help themselves and others
with networking opportunities,
educational programs, and friendship.